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NUMBER 2.

FEBRUARY

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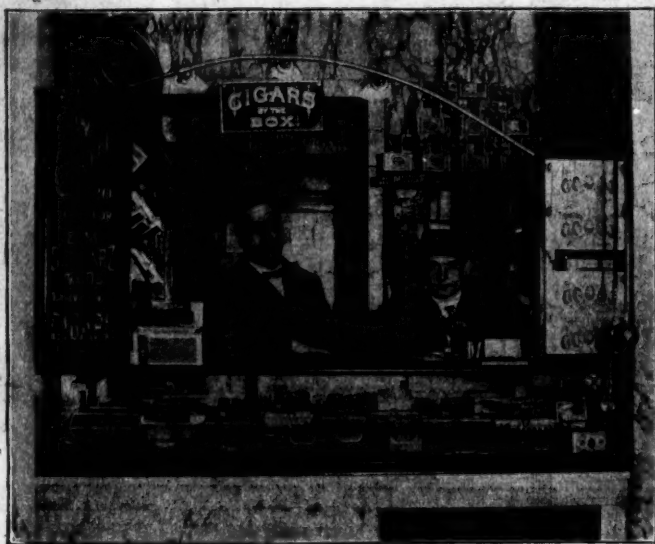


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STORE

A MONTHLY MAGAZINE FOR THE RETAILER

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L. W. COON'S STAND, 320 BROADWAY, NEW YORK.
(Flash Light Photograph.)

The Cigar Store Magazine Co., 50 Times Building, New York.

Entered at New York Post Office as second-class mail matter.

GENEROUSLY
GOOD

NIGHT
OR DAY
YOUR
CUSTOMERS
WILL CALL
FOR

GEO. W. CHILDS
5c Cigar.

CHAS F JONES N.Y.

The GEO. W. CHILDS 5c. Cigar is beyond dispute the most marvellous success of the age.

Just look at the way the sales have grown:

Geo. W. Childs cigars sold in 1894.....	1,428,000
Geo. W. Childs cigars sold in 1895.....	5,975,000
Geo. W. Childs cigars sold in 1896.....	16,895,000
Geo. W. Childs cigars sold in 1897.....	26,906,000
Geo. W. Childs cigars sold in 1898.....	39,152,000

GEO. W. CHILDS cigars sold in 1899.. .. **56,167,000**

For the last two months the sales have been at the rate of **75,000,000 a year.**

By March 1st we hope to so increase our facilities that for the year 1900 we can make our sales a full

ONE HUNDRED MILLION CIGARS.

It has never been a question as to how many GEO. W. CHILDS 5c. cigars could be sold, but how many we could manufacture, for we can always sell more than we can make.

It is a **GENEROUSLY GOOD** record that no other cigar can equal. The quality of the cigar is the secret of its success.

Metropolitan Tobacco Co.,
DISTRIBUTORS.

Harburger, Homan & Co.,
MANUFACTURERS.

A vertical strip of a document, possibly a page from a book or a folder, is shown. It features a wavy line running vertically down the center. To the left of this line, there is a small rectangular area containing a drawing of a person's head and shoulders. Below this, the word "most" is visible. Further down, the letters "OO" are printed. Below that, the words "make" and "e sold," are visible. At the bottom, the word "uality" is printed. The right side of the strip is mostly black, suggesting it is the back of the page or a dark cover.

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by

THE NEWEST — TURKISH CIGARETTE

Absolutely Non-Poisonous

GOLD and SILVER

The latest invention in Cigarette Wrappers is a wrapper

.. Made of Precious Metal ..

It overcomes the disagreeable odor caused by the burning of the paper in the common cigarette and leaves, nothing but the full bouquet and aroma of the tobacco. The smoker experiences no unpleasant taste, nor throat irritation. The cigarette will not stain the fingers, as the wrapper contains



Price 25c.

no carbolic acid, which is a necessary element in the manufacture of all paper. The ashes will not drop off, as they remain encased in the metal. The cigarette will not stick to the lips.



Price 20c.

The tobacco is the finest grade of Turkish ever imported into the American market and is perfectly blended by one of the best experts in this country.

Richmond GOLD AND SILVER Cigarette Co.

— Incorporated —

GENERAL OFFICES:

213-215 West 20th Streets, New York.

Please mention THE CIGAR STORE MAGAZINE

VOLUME IV.

NUMBER 2.

THE CIGAR STORE MAGAZINE.

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IMPORTANT NOTICE.

We desire all retailers throughout the country to never lose sight of the fact that **THE CIGAR STORE MAGAZINE** is issued solely in their interest, and that we shall always be glad to publish letters, communications, etc., from Retailers, Consumers, Jobbers, Manufacturers, or others, on matters of interest or value to The Man Behind the Counter. Let us hear from you with any suggestions, criticisms, complaints, ideas for signs, etc., good stories, humorous or otherwise, which are always acceptable.

All are invited to discuss and talk matters over through our columns, and we ask you to make yourself thoroughly at home in **THE CIGAR STORE MAGAZINE**. Let us hear from you.

THE CIGAR STORE MAGAZINE CO.

Telephone, 5707 Cortlandt.

50 Times Building, New York

Please mention THE CIGAR STORE MAGAZINE.

The Cigar Store Magazine

For 1900



Will be greatly improved and its value enhanced in many ways by the addition of several new and interesting departments, which will increase its efficiency and make it even more essential to the Retailer.

"The Window Dressing and Store Advertising Department" has been an especially attractive feature of the Magazine in the past, and in the future will be broadened and improved and will contain many original and up-to-date ideas and suggestions; also descriptions of the brightest plans and methods employed by the largest and most successful Retailers in the trade. The Department will also be profusely illustrated with handsome half-tone pictures of tasty and effective Window Displays and reproductions of modern cigar stores in all parts of the country.

The Magazine will be strictly high-grade in all details and a superior example of the printer's art — being printed on a fine quality of paper, handsomely illustrated throughout and neatly bound. Many pages of matter will also be added through the year, while the present size will be retained.

The same high standard will be maintained and future issues of the Magazine will contain Timely Articles, Trade Talks, Suggestions, Correspondence, Price Lists, Shipments of Havana Tobacco, Trade Items and Gossip, Short Stories, Humorous Articles, etc., in addition to the regular departments, all condensed and specially adapted to the needs of "The Man Behind the Counter," and therefore will be practically

Indispensable to the Successful Retailer

Our special introductory offer of 1000 *best* Gummed Stickers, of any name, with a year's subscription at \$1. is one of the most liberal offers ever made by a reputable publication and will be continued for the present, but may be withdrawn at any time.

THE CIGAR STORE MAGAZINE is the only publication issued solely in the interests of the Retailer, and is for the Retailer first, last and all the time, and we therefore ask for the earnest support and co-operation of all intelligent Retailers who have their own best interests at heart.

ANY SUGGESTIONS for the improvement of the Magazine, with the view of making it more valuable and necessary to the Retailer, will be carefully considered.

Please send \$1.00 for a year's subscription, and receive 1000 Gummed Stickers FREE. The Magazine will keep you posted and the Stickers will advertise you and increase your business.

TELEPHONE:
3707 CORTLANDT.

THE CIGAR STORE MAGAZINE,
50 Times Building, New York.

Please mention THE CIGAR STORE MAGAZINE.

Henry Clay and Bock & Co.

— LIMITED —

THE HAVANA CIGAR AND TOBACCO FACTORIES, LIMITED, HAVANA, CUBA.

Paid Up Capital \$7,000,000 Gold

CIGAR FACTORIES:

Henry Clay, Bock & Co., La Intimidad, La Espanola, La Corona, Estella, La Rosa de Santiago, La Flor de Naves.

Annual Output . . Over 85,000,000 Cigars

CIGARETTE FACTORIES:

Henry Clay, Bock & Co., La Espanola, La Legitimidad, La Honradez, La Corona, La Hidalquia, El Comercio.

Annual Output . 1,200,000,000 Cigarettes

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CELESTINO PALACIO & COMPANY



KEY WEST HAVANA CIGARS

Please mention THE CIGAR STORE MAGAZINE.

THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. IV.

NEW YORK, FEBRUARY, 1900.

No. 2

WINDOW DRESSING AND



STORE ADVERTISING.

ANY retailer who will devote a reasonable amount of time and study to the proper arranging of his window displays to the best of his ability, having special features whenever possible and keeping his store continually in the eye of the public—not only by up-to-date window displays, but also by neat and catchy advertising—will find it to be one of the best possible investments he can make. As it really costs so little and will take such a small part of practically his leisure time, he really cannot afford to let his business go to the dogs when it can be so easily retained. Business or trade that does not come to you and passes by your store is a total loss to you and that part of your business is going to the dogs. It is your business to reach out and grab the trade, and the arm with which that can be done effectively, is through your window display and proper advertising. Many of the leading retailers in cities all over the country are making good use of the suggestions contained in the columns of THE CIGAR STORE MAGAZINE and find that it is immediately felt in the cash drawer. A well-known concern in Buffalo recently used one of our suggestions and claim that it doubled their sales that week. That is considerably more than could be expected, but it will increase trade largely to be wide awake and on the constant lookout to secure

new customers and hold their trade. The idea, scheme, suggestion, method, etc., that will accomplish that end is exactly what is wanted by all retailers. And to those, we say, Watch this department!

Something movable or moving in a window display always attracts more or less attention and is an excellent idea, but revolving fixtures, electric or water motors are more or less expensive and the average retailer immediately dismisses the matter from his mind. We intend to explain an idea or suggestion for a movable or swinging shelf, that any retailer can make and put up himself and that will prove an addition to his window no matter how costly or cheap his present fixtures are, and will be sure to attract considerable attention. Here is the scheme: Suposing that the window is the average size, secure from a glazier a piece of heavy glass about 8 to 12 inches wide and 3 to 4 feet long; get a coil of strong picture wire, either tinned or gilt, but be sure that it is strong, and also 4 screw hooks and you are now ready to put the plan into operation. Now you want to suspend this glass shelf from the top of the window and arrange it so the shelf will be about shoulder-high to a man standing in front of the window. Place 2 of the screw hooks in each side of the ceiling of the window about 8 inches

apart or same as width of shelf, while the distance between the pair of hooks should be about 10 or 12 inches less than the length of the shelf. Cut two pieces of the picture wire the proper length to allow the shelf to hang in desired position, allowing for loops at each end to hang in hooks, and each piece of the wire must be long enough to reach from one hook down to and across bottom of shelf up to the other hook. Wire the loops at each end of wire well that you may have no accident, and after the wires are hung, adjust the shelf in place suspended by the wires at each end. Now you are ready to dress the shelf and in doing this you can use almost any kind of goods, but don't load it too heavily—although if properly put up it will support a fair weight—and under each and every article you put on the shelf place the ends of two or three cigar ribbons, letting the loose ends hang over sides of shelf in various lengths. You can also tie cigar ribbons on the suspending wires, allowing the ends to hang loose and thus cover the wires if desired. A small string can be tied to the glass and passed through a screw-eye at side of window and back into the store where one can give it a gentle pull occasionally, so as to keep the shelf swinging slowly and the artificial breeze will wave the cigar ribbons like so many flags and you'll have an attraction in your window that nearly every passer-by will notice and the whole thing will cost but little money. Now, keep your window clean and free from dust; use an attractive and catchy sign occasionally, (you'll find many good ones in this Dept.) and you'll make more money. Try it!

A neat idea for a price card is being used by Jos. Jonas, the cigarman at 98 Nassua St., N. Y., which consists of a piece of black cardboard cut out in the shape of a pipe, so as to fit into an open pipe case. A small white line is drawn around the

edge of the card, and on the bowl and stem the price, \$1.50, and "Briar," is printed. This idea can be made up by any retailer using a plain white cardboard with red lines and lettering, and when placed in the open case, in the side opposite to the pipe, it will make an effective and catchy display in any window.

Here's a good one for a starter. Give them 5c. worth for their money and you won't have to buy back any butts:

GIVE US 5c.
 AND WE'LL GIVE YOU
 A CIGAR WE CALL
DAISY
 LIGHT IT—SMOKE IT!
 AND IF IT DOES NOT
 PLEASE YOU WE'LL BUY
 BACK THE BUTT
FOR 6c.
 YOU'RE A WINNER ANY
 WAY YOU FIGURE IT.

Buchner, Newman & Co., the cigarmen at 2156 8th Ave, are nothing if not progressive advertisers. We refer to the live trick monkey they had in one of their large windows one Saturday night recently, the antics of which were watched by a crowd that almost blocked the street. Another of their Saturday night attractions was the presentation of a pink to every purchaser. They also make good use of bulletins in their attractive window displays.

Hoffmann & Co., the cigarmen at 204 W. 125th St., recently had a very handsome display which consisted of a series of glass steps on which were shown some fine tobacco jars and smokers' articles. The base was covered with brown velvet and filled

with circular rows of fine briar pipes. It attracted special attention.

A prominent cigarman of Third Ave. issues a neat coupon with each sale, the value of which is half a cent. He states his proposition on the coupons thus: "Ten of these coupons will be redeemed for 5c. in trade at Louis Biels, 1926 Third Ave." The plan is meeting with much success in his several stores, and practically amounts to 13 cigars for a half dollar.



S. S. Rosendorf, proprietor of the B. P. O. Cigar Store, Richmond, Va., herein illustrated, has certainly devised and made use of some bright ideas for adver-

tising his goods and store, and with considerable success as he is doing a rattling good business. One of his latest schemes is to give each purchaser a small card with the amount of his purchase thereon, and when he has \$17.50 worth Mr. Rosendorf will give him a year's subscription to any one of many leading magazines shown on the reverse. He recently sent two of these tickets to every woman in Richmond with a neat circular letter calling her attention to the fact that by having her husband buy his cigars at the B. P. O. she could have considerable reading matter absolutely free. The scheme worked in good shape and brought many new customers. Mr. Rosendorf will be glad to send copies of his circulars, cards, etc., to other retailers who will favor him with theirs. He always has some good scheme on tap.

Another idea for a card for window display can be easily made by lettering the card as below and then tie-

ing two or three of the proper size cigars at the end of the first four lines, or one at each end of the lines.

SMALL CIGARS
BIG CIGARS
SHORT CIGARS
LONG CIGARS
WE HAVE ALL SIZES,
COLORS AND SHAPES,
TO SUIT YOUR TASTE
AND POCKET.

Tie a cigar of the brand to be advertised in each of the four corners of a large card—using bright colored cigar ribbons, tied in a neat double bow knot—after the following has been lettered on the card:

Many cigars as good as these
Are sold for 10c. straight,
Buy one, Mister, although it's 5,
You'll say it is first-rate.

S. O. Trudell, who conducts the American Cigar Store at 477 9th Ave., displays a large ball of tin-foil in his store window, over which is a card offering a box of cigars to the correct guesser of its exact weight. It attracts considerable attention and is a good ad.

An announcement for a special pipe clearing sale might read as follows:

WE'VE GOT 'EM—

More than we want
of them, and that's
why you can have 'em
for 10c. each.

Frederick Banse at 48 8th Ave., is making a catchy and tasty display of Nile Bouquet, little cigars and has

the following announcement conspicuously displayed:

\$500 THIRTY DAYS AFTER DATE I PROMISE TO PAY TO THE ORDER OF ANYONE WHO CAN BEAT THE "NILE BOUQUET," FIVE HUNDRED DOLLARS. VALUE RECEIVED. A SMOKER.

A. Blum, of 238 4th Ave., makes a nice display of cigars, tobacco and pipes. An attractive center piece is a figure of a colored boy wearing a straw hat and smoking a cigarette; he sits in an easy and comfortable position, and views the passing throng with an unflinching and pleasant smile.

Please remember that we are desirous of having our readers kindly favor us with any advertising ideas or suggestions that they may be fully explained and described in this department of THE CIGAR STORE MAGAZINE, which is always open to all for the publication of anything of interest or value to "The Man Behind the Counter"

Cigarettes not Injurious.

The London Lancet, stirred by stories of the fate of juvenile cigarette fiends in America, appointed an analytical commission which investigated the composition of American cigarettes and also the most popular English makes. The report is very satisfactory. Tests for opium, phosphorous, arsenic and mercury, the presence of which has been alleged, did not show any of them in a single instance.

The Lancet says: "There is not a single factor on which can be fairly based the allegation of the presence of any substance producing injury to health."

A clean, square business proposition—THE CIGAR STORE MAGAZINE \$1 a year, with 1000 Stickers FREE.

\$50,000 a Day for Cigars.

PROBABLY \$50,000 is spent by financiers every business day for cigars, and the amount may be much larger, but careful averages seem to show that it cannot be less than the sum mentioned.

It has been argued, says the *N. Y. Commercial*, that the Wall Street man and his cigar are inseparable. It would at first blush appear to be so. There are a few men, however, who do not puff, but they are so completely swallowed up in the crowds that do that they are lost sight of. The average broker who has any standing at all and is fond of the weed will smoke "five for \$1" and will make two trips a day to the cigar stand. He prefers to do this as against getting a box at a time, as he delights in picking out carefully, one by one, such cigars as he fancies are a bit better made or matured.

He buys cigars by the box, however, but not for his own consumption. His customers smoke likewise, and they must be appeased. These cigars cost from \$15 to \$17 per hundred, and a box for such service will last about three days.

For his own smoking the broker runs the gamut. When he departs from his regulation size he gets "Liliputians," about the size of a cigarette, at 10 cents; or "Sampsons," costing 50 cents apiece. The big Sampsons are generally for home consumption, however; the little ones for short smokes.

There are 1,200 members of the Stock Exchange, and two-thirds of them will come under the category of fanciers of good cigars. So these 800 can be put down for \$1,600 worth of cigars consumed daily during business hours. They will give away \$4,000 worth in their offices. Now, it can safely be figured that every operator who amounts to anything has in his employ at least three men who smoke, say, five 10-cent cigars daily. This is \$1,200 the help burn s up.

There are eight other exchanges in or near Wall Street, and, roughly, it is conservative to estimate that 400 members of each of these smoke as much and expensively as the Stock Exchange men do. The amount at \$2 per day each, would then be \$6,400. Give these latter the same proportion of smoking help and the latter's indulgence will foot up \$4,800. Then they will get rid of \$5 worth a day in their offices.

Curbstone brokers, numbering 2,000, will get away with 10-cent cigars to the value of \$1,000, when things are coming their way.

The presidents of National and State banks in the neighborhood, which number 50, get their cigars in bulk, sometimes putting in a month's supply. The banks invariably pay the bills. These smokes are handed out to the men who are to be soothed and get cigars instead of loans. They cost from \$15 to \$17 per 100. Each banker using two boxes a week would make his extravagance cost him \$5 a day. So 50 will get rid of \$250 worth a day. It must be borne in mind that many of these bankers buy their own weeds, and \$2 a head is a safe estimate of their recklessness. This yields \$100. Now it is to be recalled that the bank help are in a measure fond of the fragrance given by a good cigar. Put down 10 men in each of these banks smoking five of these 10-cent cigars a day and it foots up \$500.

In kind come the trust companies, which within sight of old Trinity are 42 in number. Put the presidents down for giving away as many and the same kind of cigars as do the bankers, and we get their daily expenditures encompassed in the modest sum of \$210. But he may smoke also, and so will other well paid officials, and no cigar comes too good for them. Take three men to a trust company and give them \$2 worth of cigars a day. They will pay for them and smoke them before nightfall. Item \$300.

Don't deprive the enormous staff of help of an occasional smoke. There are ten men in each company who spend 50 cents a day for smoking; result, \$250.

It is worth mentioning that one official of a prominent trust company will smoke only 5-cent cigars. He fancies the richer brands are nerve racking. A good cigar makes him ill.

But the total has already grown stupendous. It now amounts to \$36,600. But this sum can easily be extended to \$50,000. For over in the Sub-Treasury there are devotees of the weed, and elsewhere in the district they are also to be found. In the Custom House, for instance, the attaches buy cigars, and good ones. The private banking houses, the big law and corporation offices and insurance and other financial enterprises employ hundreds of men in the towering buildings overshadowing Wall Street. These help to pay the rents of the many generously stocked cigar stores in the neighborhood. Their tastes are as well cultivated as the men of "puts and calls." Speculation becomes idle in contemplating quantity and kind which in a day passes over the cigar counters in that region. The total just mentioned can be multiplied many times and the result would not represent the money burnt up in a day in Wall Street.

A Year's Subscription Free.

A few minutes of your leisure time will secure for you a year's subscription to the CIGAR STORE MAGAZINE and 1,000 stickers of your name, etc., practically free. Get two other prominent dealers in your city to join you and send us \$2 with the three names, addresses, copy for stickers, etc., and we will send the Magazine for one year, and also 1,000 stickers to each of the three names. This special offer is good to March 15th only, and should be taken advantage of at once.

Speculations By a Smoker.

IN a letter published in the Chicago Times-Herald, Wm. R. Legeman gives some interesting facts on tobacco, as follows:

There are 20,000,000 men in the United States who smoke at an average 25 cents' worth of cigars a day, amounting to \$5,000,000, or \$1,825,000,000 a year. Besides there are about 6,000,000 boys and young men who smoke at least one package of cigarettes a day, amounting to \$300,000 a day or \$109,500,000 each year. Add to this vast sum the money spent by 4,000,000 people in chewing tobacco at the rate of 5 cents a day, or \$73,000,000 per year. The bulk of this money is spent as wages in about 360 factories employing from 100 to 500 girls each, 636 union factories employing from twenty to 100 men each, and about 1,000 factories engaging from two to ten workers each.

Many drug stores pay their rent with the profits of their tobacco. Almost every retail store in the United States handles tobacco in some form.

What an excellent subject for a debate. Who could demonstrate that the immense amount of money spent for tobacco is wasted? How many families are kept from starving by the handling of tobacco one way or the other—the planting, the cultivation, the gathering, the curing, the shipping, the hauling, making cigars, cigarettes, smoking tobacco, chewing tobacco, snuff, etc.

On the other hand, what an immense number of workmen could be employed, with the billions of dollars spent every day for the "filthy weed," erecting massive buildings, factories, schoolhouses, railroads, etc.

But how very few people would give up that nickle spent every day for a cigar, a plug of tobacco, a cigarette or a package of smoking tobacco, for any other purpose!

Just imagine that the money spent for one years' supply of tobacco would

build a city almost the size of Chicago.

Has it ever been proved that the use of tobacco—good tobacco—in any shape or form, is injurious to the health? For instance, take the case of an old citizen of New Orleans, who died recently at the age of 96. His mouth had not been totally free from tobacco for almost eighty-five years. In other words, he had been an habitual since his eleventh year.

A good cigar is to the smoker as a good cup of coffee is to the constant patron of coffee "gesellschaft." Who can begrudge these ladies their cup of hot coffee at their afternoon meetings? Then why take away a man's pleasant after-dinner or after-supper cigar?

Impure tobacco will injure the constitution of any man, so also will a cup of impure or compounded coffee injure any lady's health. Therefore any restrictions in the tobacco industry ought to be toward the usage of good material only, as also the same rule should apply to all forms of food.

A Good Suggestion.

Those of our readers who realize the full value of using good, well printed paper and envelopes for their business correspondence, we advise to write to the Parker Printing Co., P. O. Box 2799, Boston, Mass., for samples and prices. The quality and low price will be an agreeable surprise. They turn out up-to-date work and deliver same promptly by prepaid express to any point. Write them and mention this Magazine.

A friend in need is a friend indeed,
When he grabs you by the collar,
And says, "Old boy, it gives me joy,
To let you have this dollar."

THE CIGAR STORE MAGAZINE is a money making proposition for any advertiser of Good Goods.

Two Broadway Cigar Stands.

HERE appears on the front cover of this issue of THE CIGAR STORE MAGAZINE a handsome illustration of one of the neat and attractive cigar stands of L. W. Coon, which is in the Central Bank Building, 320 Broadway. This reproduction was made from a flash-light photograph taken by our photog-

think followed him from his old business, he formerly having been manager of the Acme Hotel for two years and for several years before engaging in the cigar business was connected with the Duval Hotel and the Carleton Hotel—all of Jacksonville, Fla.—where he made hosts of friends in the traveling public. For the past 5 years Mr. Coon has been proprietor of this cigar stand and has



MR. COON'S STAND AT 320 BROADWAY.

rapher and shows the arrangement of the stand between two columns of Italian marble. Behind the counter is seen Mr. Coon on the left, while on the right is his assistant Mr. Chrislau, who always appears in a neat blue uniform, handsomely trimmed with gold braid. We believe that Mr. Coon is the only retail cigarman who keeps his assistant in uniform, which idea we

undoubtedly built up as fine a trade as any in town and each year has shown a steady and handsome increase in the business. Mr. Chrislau has been Mr. Coon's assistant for the past 4 years and knows exactly what every customer smokes as well as Mr. Coon himself and the many patrons speak very highly of him.

Mr. Coon has recently opened a new and handsome stand in the

Vincent Building at 302-304 Broadway, also illustrated in this article. It shows the handy location in a corner of the corridor with Manager E. A. Smith back of the counter, where he is kept busy. This stand has been a success from the very start, showing a steady increase in sales every month. As it now looks Mr. Smith will be giving "old 320" a good run for the banner business of the two stands. Mr. Smith is a cigarman of considerable experience and has been connected with the retail trade for the past 8 years. He started as a clerk in a prominent Cincinnati store, during the World's Fair, drifted to Chicago and was connected with the Cigar Stands of Hyde Park Hotel, Imperial Hotel and Great Northern Hotel for several years and then took charge of the cigar department of the Toledo Club, Toledo, O. For the past 4 years, during the summer months, Mr. Smith has had full management of the cigar department at Hotel Victory, Put-in-Bay, Ohio, and since coming to New York has had several good positions offered him, but says he is satisfied here and intends making his home here. Every change he has made has been a rung higher on the ladder of success, which he says he attributes to earnest endeavors to satisfy the varied tastes of his customers, studying their wants and doing his best to please them.

Practically the same goods are carried at both stands, among which are seen M. Perez & Co., Martinez, Hedasa & Co., F. Garcia Bros., E. H. Gato & Co., Garcia, Pando & Co., and E. M. Schwarz & Co. In 5c goods the Pathfinder, Geo. W. Childs, Coon's Special, besides clear Havana cigars of above concerns. In cigarettes all good sellers are carried in stock—in fact, all stock must be good sellers, as Mr. Coon says he will not have stock that don't move, for he will sell it at any price when it does not give satisfaction. In the imported goods are found La Vencedora, Manuel

Garcia, Henry Clay, Corlina and Edan.

How to Light a Cigar.

NONE of the brightest and best ads we have seen for some time is that recently written by J. Edward Cowles, Manager of the Cigar Department of Austin, Nichols & Co., advertising the "Sweet Violet Cigar." It is especially good and well worth reproducing. Here it is. Read it!

"Ever see two men light a cigar in the same way? No? Well, notice how the next man does it for the curiosity of the thing. Not one man in ten knows how to light his cigar properly, or so as to obtain the best results. Fire is necessary of course, but a precious little of it lights a cigar. One man goes at it with a suction-pump sort of a struggle, as though he were determined to suck all of the gas in the pipe through his cigar and was in a hurry to accomplish the job. He deliberately holds his cigar in the flame and puffs away for dear life until a third of it is burned up and the rest of it spoiled for smoking purposes. There is a difference between burning a cigar and smoking it. Overheat a cigar, or coal up the tobacco, and you will have a rank-tasting, badly-burning cigar, unfit to smoke, no matter how good the tobacco is, or how well-made the cigar may be. A spark or a single touch of flame will light a small tuck cigar thoroughly and well. Don't puff away like a steam engine, and then let the fire go out. A cigar will never taste good after relighting. First light it, let it cool a little, then keep it so; smoke regularly, mildly and moderately and you will have a cool, sweet smoke to the finish. A little art and common sense will make a good 5c cigar taste better than a 15c. Havana improperly treated."

You need THE CIGAR STORE MAGAZINE; only \$1 a year, and 1,000 Stickers of your name FREE.

U. S. Tobacco Exhibit at Paris.

THE tobacco exhibit for the Paris Exposition of 1900 is now being prepared for shipment in the division of soils of the department of Agriculture at Washington. This will be the finest collection ever exhibited by the United States. It includes the varieties, grades, types and qualities of tobaccos from all the principal tobacco-growing sections of this country. This display will comprise only the raw material, supplemented by a large collection of photographs, and, in a few instances, samples illustrating the different stages of the tobacco in the process of manufacturing. The exhibit is under the direction of Professor Milton Whitney, chief of the division of soils, assisted by Marcus L. Floyd, tobacco expert of that division. All of the important tobacco-growing districts were visited by Mr. Floyd during July and August, when material was collected for this exhibit.

In the collection of samples now being packed for shipment the variety of shading, from the bright yellow and white burley to the dark wrappers and African black, immediately attracts the eye. The uniformity, the arrangement of the samples, the difference in texture of the thin and heavy leaves, the various qualities, and the large number of grades, are features of the display. The lover of the plug, the cigarette, the pipe, and the expensive "Havana," will find his especial "weed" in the raw material. The stogies, snuffs and pipe-smoking tobaccos are also represented in the collection. The differences in the foreign types are worthy of consideration. These are not foreign in the sense that they are grown in other lands, but in the sense that they are cured and manipulated according to the demands of the foreign trade. To the general public such differences are often hardly perceptible, but in the trade the slightest shade of color or thickness or body

of the leaf, and often the length, is taken into account. England takes all kinds of tobaccos, while Austria prefers the medium colors, with a long, broad, silky leaf with small fibers. The dark brown types find the highest favor among the Italians, and the French like a still darker leaf, long and smooth, about the same in quality as the Italian, but made darker by stemming and hard pressure. Spain prefers a fine, leafy lug, such as is grown in Kentucky and Tennessee, while Portugal requires a medium-sized red leaf. Belgium, Denmark and Norway use all grades of the bright tobaccos, and Holland and Sweden prefer the dark, heavy types. The low grades find favor among the Germans, Japanese and Chinese, while the African demands a black oily type.

All of the tobacco sections have displayed much concern in this exhibit and have shown much pride in the arrangement of the samples contributed. Virginia, North Carolina, Tennessee, Kentucky and Maryland contribute to the display of what is known as the manufactured and export types, such as are used for cigarettes, snuff, plug, chewing and pipe-smoking and export tobaccos. The finer grades, the cigar types, are represented by samples from Texas, Connecticut, Florida, New York, Pennsylvania, Wisconsin and Ohio.

The finest types, so far as price is concerned, are furnished in the form of the Cuban and Sumatran varieties, which are equal in quality to the imported goods. The exhibit will also be supplemented by tobacco in the various stages of curing, manipulation, and fermentation, and by literature relating to tobacco in all its branches.

The collection will include about 1,000 samples. The exhibit is to represent the various tobaccos of the United States, rather than the display of any particular firm. With a few exceptions the samples are in duplicates, the duplicates to be reserved for the judges of awards. The to-

bacco exhibit will be accompanied by many photographs illustrating the tobacco industry from seed-bed to finish.

Professor Whitney, to whose control the appropriation by Congress of \$10,000 for tobacco investigations was confided, proposes, as work to be carried on under that appropriation, to map the tobacco soils of the United States, to secure a change in the methods of supplying tobacco to the "regie countries" to investigate the soils and conditions of growth in Cuba, Sumatra, and other competing countries, to originate improved varieties for the principal tobacco districts of the United States, and to investigate and study curing, manipulation, and fermentation of tobacco in all its branches. In the resent soil mapping in the Connecticut valley district an interesting feature was observed in the fact that there were found soil conditions existing in the valley which are the same as those in Florida, where the finest quality of Cuban and Sumatra types are produced; but the types cannot be grown with the same success in Connecticut.

The division is making a study of this problem to discover just what causes the difference in the product.

It is the purpose of the division to send a field party to Louisiana early this year to make a study of the soils of the perique-tobacco district in that State. Preparations will soon be made to equip a room where experiments in the fermentation and curing of the various grades of tobacco may be carried on. By these investigations Professor Whitney hopes to make improvements in the tobacco products and in the trade as they exist to-day. Special attention will be given to Cuban and Sumatra types, as it is desirous to produce in this country a quality equal to the imported article, so that the United States will not have to depend on foreign goods.

Please tell your brother retailers about THE CIGAR STORE MAGAZINE.

Making a Briar Pipe.

It is strange, and yet it is a fact, that the English workman is of no use on the manufacture of pipes. The most skilful artisans are either the Austrians or the French. The pipemakers are a very select small body, and observe every precaution to prevent their trade being learned by outsiders. They will have no apprentices, and if I introduced any boys into my factory I should have to pay them the union minimum wage, which is £2 a week. On the other hand, the workmen are clever, and they earn high wages."

Speaking of the cost of a pipe Mr. Weingott remarks: "When the blocks arrive over here they are at once sorted. Out of one gross of blocks I rarely ever get more than three or four pieces of wood good enough for the very finest class of pipes, about a dozen good briars for fine quality pipes, and perhaps as many as four dozen pieces of wood for the ordinary everyday pipe. The remaining seven dozen pieces of wood are thrown into the furnace, and, I might mention, help considerably to generate the necessary steam power for the machinery. Thus fully 60 per cent of the material I purchase is of no use whatever, and it is this extraordinary amount of waste that causes the briar pipe to be so expensive. The prevailing defect, I may mention by the way, is generally in the form of a crack in the wood. I used to sell these defective blocks of briar at a penny apiece, and have sent away as many as forty thousand condemned briars at a time, but now I burn them all. The briars were sent abroad, and the cracks and flaws stopped with putty or some other composition, and then steeped in a strong solution of permanganate of potash, which deeply colored the wood and made the defect invisible, except on close inspection. All those briars you see of a very deep color have passed through the permanganate

of potash bath, and you may rest assured that there is a defect somewhere — they would not be that color if it were not so, because natural briar is of a medium light hue. As to the average life of a briar pipe, you may take it for granted that a pipe will last you as many years as it costs you shillings. That is to say, if you pay six shillings for a pipe, if you are a moderate smoker, it will last for six years. The style of briar pipe that is mostly in demand is that with a bowl cut the straight way of the grain. This, I may tell you, is not the most reliable kind of pipe, as the sudden expansion by the heat and contraction of the wood when you stop smoking cause it to split in a short time. The best pattern of briar is that with a bowl the grain of which is very mottled in appearance, or, as we call it, a 'bird's eye grain.' This will never split." — *Windsor Magazine*.

A New Brand of Cigars.

§ H. PLOUGH & CO., 202 East 46th St., New York, have recently brought out a new brand which they call "Royal Badge," which they are putting up in a neat vest-pocket package containing 5 cigars, wrapped in paraffine paper and inserted in a container or protector, which prevents breaking—the whole is then covered with tin-foil around which is the wrapper of red, green and black, making a very handsome and attractive package as will be seen by the accompanying illustration.



"Are you willing to work for your dinner?" asked the woman.

"Dat depends on wot you wants done," replied the tramp.

"I want you to beat that carpet hanging on the line over there," she said.

"Lady," answered the wanderer. "I'm poor and I'm hungry, but I'm honest, an' I'm not goin' to begin beatin' me way t'rough de world at dis late day — see?"

Lucy (single): "Do you think it is wrong to smoke, dear?"

Fanny (married): "No, dear, I'm sure it isn't."

Lucy: "Why are you sure?"

Fanny: "Because my husband doesn't smoke, and if it were wrong I'm sure he would do it." — *Southern Tobacco Journal*.

The cigar is called a petite perfecto; is $3\frac{3}{4}$ inches long, and contains a filler of blended Havana, while the binder is a selected leaf and the wrapper a fine Connecticut, which combined with special care in making, produces a mild and fragrant smoke. A package of 5 Royal Badge cigars retails for 10c. The manufacturers claim that it is superior to the average 5c. cigar, and compares favorably with much higher priced goods, and is indeed "a cigar of quality," as they put it, which seems to be borne out by the fact that the first day they were placed on sale in ten cigar stores in New York nearly 100,000 of them were sold. Retailers should send for samples, as there is a handsome profit for them in this rapid seller.

You need THE CIGAR STORE MAGAZINE; it is only \$1 a year.

THE CIGAR STORE

A Monthly Magazine for the Retailer,

ISSUED BY

THE CIGAR STORE MAGAZINE CO.,

50 TIMES BUILDING, 41 PARK ROW,

TELEPHONE 3707 CORTLANDT,

NEW YORK CITY.

Issued the first of every month. \$1.00 a year, payable in advance. Subscriptions may begin at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order payable to THE CIGAR STORE MAGAZINE CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way. When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application. ENTERED at the New York Post Office as second-class mail matter.

NEW YORK, FEBRUARY, 1900.

Any way you figure it, you cannot afford to get along without THE CIGAR STORE MAGAZINE.

Several anti-cigarette bills are now before the New York Legislature—the smoke will probably disappear before a gentle breeze from Fifth Avenue.

The fact remains, however, that nearly six hundred million less cigarettes were made and smoked during the past year, than for the year previous.

Tobacco cigarettes, little cigars, small cigars, stogies and tobies are rapidly coming to the front rank and taking the place of the paper-wrapped "coffin nails."

One dollar will insure your business against "dry-rot."—a yearly subscription to THE CIGAR STORE MAGAZINE will keep you fully posted and up-to-date.

It is unwise to have any "drones" in your stock of cigars and tobacco—goods that are not working for you constantly. Get rid of them at almost any price—the money is better in

your pocket—and don't buy any more non-workers.

"Take care of the pennies and the dollars will take care of themselves," is an old but wise saying. In 1900 we say: Take care of your customers and your customers will take care of you.

Brother publishers are again cautioned that the contents of THE CIGAR STORE MAGAZINE is copyrighted and all rights reserved. Please give full credit or *don't copy*. "Ex." is not sufficient.

We are mailing thousands of specimen copies of THE CIGAR STORE MAGAZINE to the best retailers in the United States, and should you receive a copy, we ask that you kindly favor us with your subscription which will prove the best investment of \$1 you ever made.

We ask our subscribers to kindly advise us promptly in case they do not receive their Magazine regularly, that we may investigate the non-receipt of same through the Post Office Department. All copies to subscribers are mailed promptly, but are sometimes lost in transit, and we have had so much trouble along this line of late in New York City that we are now delivering the Magazines by special city dispatch.

You and Brown, the cigarman across the street, can make more money by being friends and pulling together—you're both in the same boat—than by slashing prices and thereby losing your legitimate profits. As we have long advocated, a Retailers' Association in every city and town would prove of great benefit to every retailer in the land. You're all agreed on this point—talk it over, then act. The sooner the better.

On the Rear Seat.

A big fat man,
A black cigar,
A cloud of smoke,
In a trolley car.

An upturned nose,
Of a maiden fair,
Who asked the conductor,
When she paid her fare,

"A smoking car?"
"No," replied the Con,
"But smoking is allowed
In the seat you're on."

"Have a cigar?"
The fat man said,
"The maid declined,
With a shake of her head.

A big fat man,
A black cigar,
A cloud of smoke,
In a trolley car.

Queries Answered.

D. M. D.—There has been some discussion regarding the matter, as you will see by referring to our December issue.

J. B.—Priority of use is practically the only protection. You can probably prove your right and title by your predecessor's records.

A. M. H.—Cremo cigars are manufactured by Powell, Smith & Co., and distributed only by Acker, Merrall & Condit.

L. O. G.—H. Tibbe Sons & Co., Washington, Mo., the largest manufacturers of corn cob pipes in the country, and we advise you to correspond direct with them with regard to exporting them in quantities.

J. S.—Pathfinder is a 5c. cigar manufactured by W. K. Gresh & Son, Norristown, Pa.

A. W. B.—We are mailing you a copy of our September number, in which you will find the article referred to.

M. J. D.—We suggest that you write the Ferdinand Hirsch Co., 32 Broadway, or Park & Tilford, 917 Broadway, N. Y.

Prominent N. Y. Retailers Say:

NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

Your little Magazine is good for the trade and I hope it will have the success it deserves. *My customers find it interesting and I prefer it to any other trade paper.*

Yours respectfully,
M. GROSSMAN.



NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

Your very new and bright Magazine contains many valuable hints to the trade and is the proper thing for all clerks to read.

Very respectfully,
LOUIS W. BOYER.



NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

I consider The Cigar Store Magazine a very bright and catchy trade paper.

Respectfully yours,
P. JEFFREYS.



NEW YORK, N. Y.

THE CIGAR STORE MAGAZINE:

I subscribed to The Cigar Store Magazine some months ago and find it a bright and up-to-date publication in every respect.

Respectfully yours,
C. SCHLESINGER.

"How is the weather out—warm or cool?" asked the proprietor of the cigar factory as he was preparing to leave the office.

"Oh, about Colorado Madura," answered the kid.

Be the first retailer in your city to use Gummed Stickers on your goods—head the procession by subscribing to THE CIGAR STORE MAGAZINE and keep up-to-date for \$1 a year. 1,000 Stickers FREE.

Buffalo Babblings.

EVERYONE reports very fair business for this season of the year and the prospects are that 1900 will make a new record.

Fred Bruce, the genial tobacconist of Elmwood Avenue, has just recovered from a severe illness and is again at his store, where all of his friends are more than pleased to see him.

L. P. Roquette has on exhibition in the attractive window of S. Levyn's cigar store, 346 and 348 Main street, three large meerscham pipes and one cigar holder—all of them beautifully colored. It is said that Mr. Roquette has refused several offers in the neighborhood of \$500 for the handsome collection.

O. L. Parmenter, the able hustler of the Racine Paper Goods Co., Racine, Wis., stopped over in the city for a short time to take a few large orders, after a most successful trip to New York.

C. O. Upper, the favorably known cigar man, has opened one of the handsomest cigar stores in town, and with his up-to-date stock and magnificent fixtures, he is a sure winner.

Mr. Schinasi of Schinasi Bros., was in town recently to secure space for an exhibit at the Pan American Exposition here in 1901.

B. S. Strauss, one of the big order takers of Bustillo Bros. & Diaz, New York, was a recent visitor, at which time he held well up to his usual record.

J. P. Meyer has been here in the interests of the Havana Commercial Co., and reports a record breaking trip.

A. H. Hoefer, of Bondy & Lederer, New York, stopped off here a few trains to add several pages to his well-filled order book.

Peterson Bros. used one of the suggestions on window dressing in THE CIGAR STORE MAGAZINE and doubled their business last week.

John W. Merriam of John W.

Merriam & Co. was here and reports business very good. He secured some nice orders for Baron De Kalb before he left town.

Horace R. Kelly has been here booming things for the Havana American Co.

Advertising and Advertising.

He sat at his desk opening his morning mail when I entered his office, and had a stack of letters eight inches high. Among the letters opened were many circulars, catalogues, circular letters, etc., nearly all under two-cent stamps, to convey the impression that they were "honest Injun" letters. Every one of these letters, circulars, etc., were thrown into the wastebasket, not one of them being read. Finally he finished his mail, and after sending the letters to the various departments he turned to me with the remark: "We have determined to change our method of advertising this year. We are going to send out circulars and write soliciting letters, and send out thousands of handsome catalogues instead of advertising in trade papers."—*St. Paul Trade Journal.*

A \$10 Gold Piece For \$1.


Would you not pay \$1 for a \$10 gold eagle? THE CIGAR STORE MAGAZINE is worth more than \$10 to any retailer who wants to keep out of the ruts of poor business and be successful. Think it over!

Golfer—I see that a New Jersey Magistrate has ruled that golf is nothing more nor less than shinny.

Friend—What a shame to slander the good old game of shinny like that!

The advertising of reliable firms only appears in THE CIGAR STORE MAGAZINE—others are not accepted at any price.

Chicago Chatterings.

 CIGAR store is now established in the La Salle building known as the Woman's Temple. This is one of the first changes which marks the passing of this building from the control of the W. C. T. U., and with it all the hopes of the founders to keep the building free from the taint of tobacco will have vanished into thin air.

Geo. M. Whitmeyer, corner 5th Ave. and Randolph St., has been making some extensive and handsome improvements, which have been necessitated by his constantly increasing trade. Elegant new fixtures, more room and an up-to-date capacious cigar vault are some of the innovations.

Dewitt C. Gray, president of the Gray Cigar Co., died of heart failure January 2d, at his residence, 1134 Washington Boulevard. He came to Chicago in 1879, and has been identified with prominent business interests here since that time. A wife, a son and two daughters survive him.

Chas. Borroughs, a cigar dealer at 500 West Madison St., was seriously injured recently by an explosion of gas under the sidewalk in front of his store.

L. Gunst, the new western representative of Kerbs, Wertheim & Shiffer, will make Chicago his headquarters.

Smith, Nash & Co., 76 and 78 Washington Ave., have sold out to Jas. W. Sheridan & Co.

The Chicago High School girls have determined that the cigarette must go so far as the boys of their acquaintance are concerned. They have formed an anti-cigarette league, and it is likely to have some effect on the rising generation of Chicago.

At a meeting of the Cigar and Tobacco Merchants Association, held in the Sherman House, it was decided not to pay the license on the sale of cigarettes, and the matter will be carried to the courts.

A quantity of cigars were missed a few days ago from the factory of Wuest Bros., and an investigation by the police resulted in the discovery of 13,000 cigars which had been stolen by a member of the Chicago Fire Department.

He Got a Light.

Recently an unassuming man walked into a hotel near the West Shore station and bought a cigar, which he lit without attracting notice, says the Binghamton Leader. Then he stepped up to the incandescent electric light and very ostentatiously held the cigar up to the glass bulb and began to puff. The hotel proprietor and bartender looked and grinned at the antics of one they supposed to be a very verdant countryman, but when the man began to blow smoke and the end of the cigar began to glow their amusement changed to amazement. "Did you light that cigar there?" they asked in a chorus. "You saw me, didn't you?" replied the stranger as he walked out. Then he stationed himself where he could get a good view of the interior of the hotel and awaited developments. There a Leader man found him a few minutes later almost choking with laughter as he watched the hotel proprietor and bartender, each with a big cigar in his mouth, standing at the electric light and puffing away in the vain endeavor to do what they thought they had just seen the stranger do.

"You are discovered," remarked Columbus, coming ashore.

"Yes," rejoined the natives, coldly.

The intrepid navigator paused in evident embarrassment.

"Don't you think you ought to set up the cigars?" he asked, finally.

The untutored savages made no reply at the time, but subsequent events went to show that the force of the suggestion was not lost upon them.

Boston Business Buzzings.

WITH cigar makers striking, trade very quiet, the Retailers' Association working hard, prices advancing, queer revenue rulings and a thousand and one different things, the trade has surely had enough to gossip over during the past month. We trust that by the time this article is printed that matters will have become settled.

The Retailers' and Jobbers' organization is to be congratulated on the progress it has made. The much discussed topic at their last meeting was the cutting of 10c. cigars to 7c., or 4 for 25c. A committee was appointed to call upon the manufacturers and dealers and ask their assistance in attaining and keeping up the price of their different brands. At a mass-meeting held recently over 50 new member were admitted to the organization, which now numbers over 450 members, and is expected to reach the 1000 mark by March 1st.

Peretti, the Park Square tobacconist and manufacturer, has opened a handsome new store on Federal St., near the new South Union station. His line of fine Havana goods is envied by the other dealers in that section, while his assortment of pipes and fancy smoking articles are surely things of beauty.

Charles Abrahams, the junior member of the firm of F. Abrahams & Son, Court St., who lately returned from New York, shows many good sized orders for their Boston Sliced Plug, which, by the way, is fast pushing itself to the front in the Hub.

F. A. Dodge & Co., have again settled down to business at the old stand, 88 Portland street, with a full and fresh line of tobaccos. This firm, one of Boston's largest wholesalers, was burned out some time ago.

A. J. Fitzsimmons, of the American Tobacco Co., has returned from a month's visit to the Metropolis. He says he is going to beat last year's sales on the American's goods this

year. What Battle Ax Fitz says generally goes.

M. J. Garland is now with the Hilson Co., in place of Ben Sealey, who has resigned.

The Richardson Co., Washington St., report large advance orders for their "83" and "Nat Goodwin" cigars. Business is said to be very good.

Levin Bros., the Washington St. dealers, have opened another store on Tremont St.

The fittings in the new Gould's Hotel, Washington St., are really superb. Their weird and grotesque smoking and wine-room in the basement is a thing of wonder and amazement, being gotten up in a most peculiar and odd style; skulls, skeletons and what-not, are used as a lighting medium, and one would fancy himself entering the abode of his excellency the devil.

Cameron & Cameron's hustling agent, M. Falk, has been visiting the trade during the last two weeks.

McGreenery Bros. & Manning, have placed an order for 100,000 Napoleon cigars from Powell & Goldstein, Oneida, N. Y.

All cigar factories are closed at this writing, manufacturers refusing \$1 a thousand on so-called clean table, or short table work.

Philadelphia Pencillings.

HARBURGER, Homan & Co's new factory at Camden, N. J. has opened up for business under the management of Nathan Weiss.

The Retail dealers have formed a protective association, and are prepared to give battle to the Sunday closing movement, which they are confident of ultimately defeating.

The window smashers are evidently not in favor of Sunday closing.

The plant of Morris D. Neumann & Co., Inc., is now completed, and is in full operation.

A bill has been introduced in

Washington, by Representative Brosius of Pennsylvania, directing the payment of wages due the employees of the factory of Wm. H. Jacobs, from the money realized on the sale of forfeited cigars.

I. W. Frankhauser, of Terre Hill, was recently convicted of using counterfeits of the label of the Cigar Makers' Union. Earlier the same day, John C. Fleischman and John Burkholder, his associates, were convicted of the same offence. They will test the constitutionality of the law under which they were convicted.

Cincinnati Cullings.

THE general sentiment among retailers seems to indicate entire satisfaction with the first month's business of the year. Increased sales of the better class of goods are so pronounced that a busy and prosperous year is anticipated by all.

The time seems to have arrived for the regulation pyrotechnical, anti-cigarette bill. One has been introduced in the Ohio legislature recently. Sizz—Boom—A-Ah!

President James C. Ernst, who succeeded H. H. Hoffman of the Cincinnati Leaf Tobacco Company, against whom a \$250,000 suit was filed on behalf of the stockholders, has stated that the present management has no interest in the suit and that two of the defendants are no longer members of the board. He claims that it is a matter between Mr. Marsh and the former directors, as individuals, and not as officials. The suit was begun by the stockholders who allege impairment of the capital to the amount stated through payment of unearned dividends.

The total number of cigars manufactured in this revenue district during 1899 was close to 300,000,000—the largest out-put ever known here.

THE CIGAR STORE MAGAZINE is only \$1 a year, with 1000 Stickers free.

St. Louis Scintillations.

COL. M. C. WETMORE'S new tobacco plant is getting more free advertising than any enterprise of a similar nature ever established in this country. The colonel appears to be a pretty good press agent himself.

The recent large shipment of Duke's Mixture received by the Peter Hauptman Tobacco Co., is the largest single shipment ever made of one brand of smoking tobacco to a dealer by any manufacturer. This also puts the Hauptmann Company at the head of the list among tobacco jobbing houses in America.

Articles of incorporation have been filed by the Rawak-Thies Cigar Co., capitalized at \$2,500. Place of business, 612 Locust St. The incorporators are Jacob Rawak, Laura Rawak, Jas. Singmund, and Margaret Thies.

Thomas J. Glynn, one of the old time cigar men of St. Louis, died January 8th. He has been with the Wm. A. Stickney Cigar Co., for many years.

Mr. Jacob Wertheim, of Kerbs, Wertheim & Shiffer paid a visit to St. Louis recently.

From the way orders are coming in the Wetmore Tobacco Co., will have their hands full to keep pace with the demand for their product. Expressions of good will and wishes of success are heard on all sides.

Messrs. Joyce & Tebeau, the popular base ball men, have opened a cigar store on 6th between Olive and Pine Sts.

August Mays has purchased the cigar store of John H. Dicke, in the Mermod-Jaccard building.

"Oh, don't despair! If your wife has run away with your friend, can't you forget her?"

"Yes, I can do that, but my poor friend—to think what he's got to endure!" — *Heitere Welt.*

How To Get There.

How to get there, that's the thing,
Most of us are studying,
Ask the man who made his pile,
He will tell you with a smile—
"How to get there? If you're wise
You'll lose no time and *advertise*."

Advertise? When, where and how?

"My boy, there is no time like *now*,
Advertise *where* it shows the best,
Don't ever give them any rest.

Do it *how*? So it's always seen—
In THE CIGAR STORE MAGAZINE."

Something New in Cigarettes.

The latest invention of the age is the use of pure gold and silver leaf for cigarette wrappers, instead of rice (?) paper. These gold and silver cigarettes are a new product of the Richmond Gold and Silver Cigarette Co., 213-215 W. 20th St., New York, and although they have been upon the market but a very short time are meeting with a ready and steadily increasing sale among the best trade. There is no secret about their manufacture. A Japanese fibre is used on the outside of the gold or silver leaf, simply to strengthen the wrapper, and when the cigarette is ignited the smoke passes through the virgin metal tube into the smoker's mouth, with the full flavor of the exquisite blend of Turkish tobacco, and without the harmful and irritating effect of burning paper. The metal does not crumble but holds the ash until smoked up or broken off. The cigarette will not stick to the lips, will not stain the fingers and is absolutely non-poisonous. These are only a few of the good points claimed by the manufacturers, and we advise our readers to secure samples, prices, particulars, etc., and judge the newcomer themselves.

Not only is THE CIGAR STORE MAGAZINE read by intelligent retailers the country over, but also by thousands of their Customers.

Metropolitan Meanderings.

RUFUS Hurburt, who is conducting a cigar business at 231 7th Ave., issues a card for married men which is to be signed by their wives which gives them carte blanche to do whatever they please, provided, they smoke only the cigars purchased from Mr. Hurburt.

H. Dane, formerly with Weiss, 117 E. 14th St., has started in business for himself at 59 E. 12th St. His prospects are good for a well deserved success. He is setting a good example for enterprising and ambitious young men.

Sig Cohn's cigar store, 117 W. 42nd St., is a favorite meeting place for theatrical people. La Fernandina, La Palmas, Jules Verne, and Stachelberg's goods are proving good sellers.

Levy & Stream, 43 E. 42nd St., carry an unusually complete assortment of Smokers' articles; a full line of fancy pipes being part of their well kept stock.

J. Seide, conducting "The Cabinet," 380 Willis Ave., believes that a tax of \$50 or \$100 a year on all tobacco dealers, would be the most efficient method of promoting and maintaining a high standard in the trade.

M. Foster, of M. Foster & Co., 1059 Third Avenue, has purchased all the rights, titles, interests and good will of M. Prochaska, and will continue the business at the old stand under the present name. His son, Jerome Foster, who has been connected with the manufacturing department for the past 14 years, has been admitted to the firm and will undoubtedly give a good account of himself.

Mr. Foster has been actively engaged in the cigar business for the past 42 years. He has worked as a stripper and served an apprenticeship at the bench; been employed in the most prominent factories and become superintendent for S. Jacoby & Co. Later he organized the firm of Foster, Hilson & Co., with which he was con-

nected for 18 years. He then connected himself with the late firm of Hahn, Brussels & Co., and afterwards organized the firm of M. Foster & Co., succeeding to the business of Hahn, Brussels & Co. The greater portion of the success of M. Foster & Co., is due to Mr. Foster's untiring efforts and progressive methods in the pushing of their several well-known brands, Banquet Hall, Dewberry, American Emblem, Banquet Hall Little Cigars and Ponies and the concern has always had the good-will of the jobbers of the country.

Chas. H. Blumbridge, 62 W. 125th St., is an expert in window trimming, having had considerable experience with a prominent Broadway cigar house. He puts up exceptionally good window displays and aims to be modern in every detail. He has been in his present location but 15 months, and has already established a good reputation.

Las Tres Naciones, a new brand of Habana cigars recently placed on the market by Aldao, 1376 Broadway., is already meeting considerable success. Each box has a beautiful label bearing a picture of Mr. Aldao, who is Spanish, his wife, who is German, and his two attractive American-born children. The name Las Tres Naciones, meaning the three nations, also shows the flag of Spain, Germany and America.

John W. Merriam of John W. Merriam & Co., manufacturers of clear Havana cigars, 137 Maiden Lane, is now on a trip through the West in the interests of Baron De Kalb. He expects to go as far as St. Louis and will make Cincinnati, Louisville and other principal points on his return, returning to New York about Feb. 15. He reports business as being especially good.

S. E. Apfel & Co. succeed Mollenhauer at 1244 Broadway.

"The Midget," a famous Broadway cigar store conducted by Fred Kahn at 1146, is a cozy little nook, having neither windows nor display cases.

Mr. Kahn carries a complete assortment, however, and does anything but a "midget" business.

Leo Schwab, who bears a striking resemblance to the late Edwin Booth, has established a cigar stand at the Delevan, 40th and Broadway.

Whitner Bros., importers of fine cigars, 1118 Broadway, will shortly introduce a new and better little cigar. A novel package will be a special feature, and for a flyer samples will be distributed in lobbies of theatres and elsewhere.

W. J. Gould, the energetic manager for Ben Jacobs, 2327 3rd Ave., has a violent attack of the deadly "special sale," fever. It breaks out quite frequently in excellent displays of cigarettes, tobacco, and pipes.

E. A. Kline, of the well-known firm of E. A. Kline & Co., manufacturers of El Symphonie clear Havana cigars, 244 E. 75th St. is now on a two months wedding tour in the west and will take in San Francisco, New Orleans, and other principal points before he returns to New York next month. This enterprising concern now has in works several new brands of clear Havana goods, which will make their appearance in the near future.

Buchner, Newman & Co., have opened up a handsome new cigar store at 2156 8th Ave., near the corner of 116th St. New and up-to-date fixtures and a nice line of leading brands of the better grades will aid in making a strong push for the best trade in that part of Harlem. Jos. Buchner has been connected with the trade in New York for the past 15 years, while Oscar M. Newman is also well-known having put in 9 years on the road between New York and Denver. If experience and aggressive methods count for aught, we predict considerable success for the new concern.

Mr. Delpino of Delpino & Williams, cigar manufacturers at 114 Maiden Lane, is on a trip visiting the principal cities of the East and has sent in

numerous good orders for La Páridad, which he finds is selling well.

A venerable old gentleman, bowed down by the weight of many years, is S. O. Trudell, the cigarman of 477 Ninth Ave. His cigar business takes but a part of his time, for he is a most clever author, has written a book and contributes articles to various papers. Mr. Trudell has also made several valuable inventions and is considered an authority on window dressing.

"Tom" Nolan, who has been waiting on the city trade of S. Rodriguez, 187 Pearl St., is now making an initial trip through the western country in the interests of Charles the Great Factory.

At 654 6th Ave., Jos. V. Ritchie, "Cigar Merchant," conducts an attractive, up-to-date store. His two sons assist him, and do much to increase patronage by their courtesy, and careful attention to the wants of their numerous customers.

The record made during the past year by A. E. Farmer, of the firm of A. E. Farmer & Co., 640 Broadway, distributors of several leading brands of clear Havana goods, has been a desirable one, and the business of this year already gives promise of a large increase. Mr. Farmer expects to add a number of new brands in the near future that they may be in a position to better handle their ever increasing trade.

John Bramlage of Sixth Ave., has on his cigar bags, a key to tell the cross street near any given number on the avenues of New York. It is a peculiar and interesting contrivance.

M. Grossman, the genial cigar man, of 3rd Ave., believes that relief from the ever grasping trust lies in organization and united opposition of small manufacturers and retailers, and he knows whereof he speaks, as he has been in the cigar business for many years.

Thomas Spencer, conducting the Lenox Buffet, 44-48 E. 59th St., has added a neat cigar department.

Sam Slomon, the well-known Third

Ave. cigarman, reports good trade on the Terrace little cigars, John Drew and Terrace cut plug. A bronze figure of a beautiful Persian girl, forms quite an ornament to his well arranged store.

Max Bluhm, of 555 9th Ave., has a partition shelving with separate spaces for cigarettes, tobacco, etc. Gilt moulding on the edge makes it a handsome and handy display. His "555" cigars are sellers.

J. Wallach & Son, manufacturers of the high grade El Fune De Ora cigars, are pushing them in a most effective manner, and placing them in goodly quantities with prominent dealers throughout the city and elsewhere. The merits of these high class goods are satisfying a vast army of smokers.

"Young" Jeffries, the energetic salesman for Surbrug, is becoming very popular with the trade, and is selling large quantities of Handsome Dan Cigarettes and Golden Sceptre.

An unusually interesting cigarman is S. C. Browne, who has taken charge of the up-to-date stand in the new Herald Sq. Hotel, 34th & Broadway.

Albert Ellinger has worked up a nice trade in the Court Exchange Building, 52 Broadway. Mr. Ellinger carries a fine selection of high grade goods, and close attention to business has brought a growing and profitable trade.

Mr. Dunn, of the 42nd St., cigar dept. of Acker, Merrill & Condit, is gaining much credit for his enterprising and effective efforts. This department is a model of neatness and system.

Pathfinder, the new 5 cent cigar of W. K. Gresh & Sons, represented in New York by F. C. Clements, is being brought to prominence by effective advertising. W. C. Smith, with R. C. Williams & Co., has charge of the campaign.

D. J. Lippmann, of 756 Tremont Ave., is pushing his "Suburban Gentleman" 5c. cigar.

J. Sharpiro, 3412 Third Ave., sends

MI FAVORITA

Clear Havana Cigars



Manufactured at Key West, Florida.

PARK & TILFORD

Broadway, corner 21st Street,

NEW YORK.

Price List on Application

Please mention THE CIGAR STORE MAGAZINE

Wanted... A Hustler

We want a hustling representative of **THE CIGAR STORE MAGAZINE** in your city, and have a magnificent proposition for you that will increase your regular income largely.

It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive sideline for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.


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MAGAZINE . . .**

50 Times Building,

Telephone:
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NEW YORK

PRESIDENT SUSPENDER



Made upon the right principle for comfort, style and service. No leather to stain the clothing; adjusts front and back; fits and satisfies every one who wears it. The inventor of the President Suspenders has skillfully combined in it every desirable feature, making it the most practical and stylish suspender ever offered.

If your dealer does not have them we will send you a pair for 50 cts.
C. A. EDINGTON MFG. CO.
Box 10 Shirley, Mass.

BARGAINS IN TYPEWRITERS.



We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,

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Telephone, 5389 Cortlandt.

Business men can save much valuable time by using a typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly.

out cigars in a neat American flag bag. He is doing a nice business.

A. J. Benaim, 81 Bleeker St., offers a Mexican cigar 5 inches long for 5 cents.

B. A. Costuma & Son have purchased the stock and fixtures of Gideon, the cigarman, 421 Broadway, and have added a number of staple and well known brands. Their own factory at 1846 7th Ave., supplies them with several reliable grades.

Jos. Samenfield, of the celebrated "Greater New York Bouquet," has a unique decorated wall made of cigar box covers, all bearing labels of "La Social," attesting the great number sold at his store, 102 Duane St.

S. R. Secor, for many years the Grand Mogul of Acker, Merrall & Condit's cigar dept. has opened a store for himself at 1024 Sixth Ave. Mr. Secor is widely known and well liked by his many friends and acquaintances, who wish him success in his new enterprise.

Otto Schwalb's removal from 44 to 45 E. 59th St., was interrupted by a fire which partially destroyed his stock and damaged his fixtures to some extent. Mr. Schwalb, however, Phoenix-like, arose from the ashes, and the fire-wrecked place has been transformed into a most beautiful store.

Max Schwartz, 954 Third Ave., reports a good trade on La Libertad, Puritanos, and X-Rays. Court House Perfecto, and Maximos, are in steady demand.

"Say, Swipes, I want a smoke, an' I hain't got de price. Lend me a penny, an' we'll match."

"All right. Yere it is."

Now, I'm matchin' you am I? All right. Dere, I win. I git de penny."

"No, yuh don't. Ye're too graspin.' Ye git one o' dese stogies I'm a-smokin'!"

He stuck a cigar in his face,
And applied a match to the end,
His smile showed through the curling smoke,
That it was of the choicest blend.

THE CIGAR STORE MAGAZINE
will help you in your business.

Please mention THE CIGAR STORE MAGAZINE.

It was a . . . SWEET VIOLET.

Little, "Butt"

oh
my!



NOT MUCH OF A
BUTT, "butt" . . .
worth a good scrap
over. ♣ ♣ ♣

WHEN A MAN...

Throws away the stingiest kind of
a **SWEET VIOLET "BUTT"**
it surely must be out of charity.

SWEET VIOLET CIGARS ARE

GOOD CIGARS, the kind that makes a man risk burning his lips
to get the last whiff. If you are not one of the up-to-date merchants
who contribute to the enormous sale of over one million **SWEET VIOLET CIGARS** every month and you do not know how good they are,
write for samples, booklets, etc.

Yours respectfully,

AUSTIN, NICHOLS & CO.,


J. EDWARD COWLES, Manager Cigar Dept.

NEW YORK.

Please mention THE CIGAR STORE MAGAZINE

You Send the Money, We Do the Rest

**Just what You want
FOR 1900.**

 **\$2.75** for 500 letterheads, 500 envelopes, 500 billheads or 500 cards, printed, cash with order, with free delivery to your office.

\$4.25 for 1,000 letterheads, 1,000 envelopes, 1,000 billheads, or 1,000 cards, cash with order, this is express paid to your place.

\$6.00 for 1,000 Bond letterheads, 1,000 envelopes, 1,000 billheads, and 1,000 statements or cards if preferred, cash with order, with express paid to your door. Up-to-date.

YOU SEND the MONEY, WE DO the REST.

First class goods, neatly printed; will make up any combination wanted, write

Parker Co. 2799, Boston, Mass

SEND FOR
1900 CALENDAR

You Send the Money, We Do the Rest

. IMPORTANT.

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ON ALL SUBJECTS

Please address

**National Press
Intelligence Co.**

32 PARK PLACE

P. O. Box 2747

New York

Miscellaneous Musings.

IT is estimated that during 1900 the number of cigars manufactured in this country will amount to 800,000,000, bringing the total up to 5,300,000,000. Whatever else may come to pass there ought to be no scarcity of smoke in the United States.

There has been an increase in the consumption of tobacco in this city, since the outbreak of smallpox, says the *Wilmington (Del.) News*. By many seasons tobacco is believed to be a means of protection from contagion, and consequently more tobacco is being consumed by chewers and smokers than before the disease made its appearance. It is said that but few instances are known in this section of tobacco workers having smallpox, and that a smaller percentage of the disease exists among tobacco workers in Cuba than among any other class of laborers.

A device to prevent the refilling of empty cigar boxes has been patented which consists of a partition in the box through which the tips of the cigars are passed and sealed on the other side by a gummed label, which is also attached to the partition which prevents removing a cigar without breaking the label, also the wrapper of the cigar.

The Anti-Cigarette Leagues should now prepare to do missionary work. It is reported that the use of cigarettes in this country has declined to such a degree that the trust is now seeking new fields for this seductive smoke and are pushing their goods to the front in other countries. China and Japan are among the largest consumers of American cigarettes abroad.

In New York City 1,247 saloons were visited recently by the label committee of the Cigar Makers Union, who gathered the discouraging statistics that out of this number only 165 saloons sold union cigars only, 671 sold non-union cigars only and 411 sold both brands. Many of the saloons which sold none but non-union cigars were frequented by members of the trade unions who bought the non-union weeds and smoked them with

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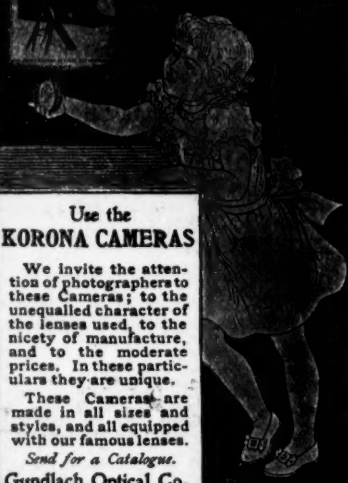
E. M. SCHWARZ & CO., New York.



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AMERICA'S GREATEST CIGARS

"It's all in the Lens"

Our Lenses are Famous.



**Use the
KORONA CAMERAS**

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.
**Gundlach Optical Co.
Rochester, N. Y.**

FACTS!

1

Were this your advertisement, not only would it be read by cigarmen throughout the country, but also by their many customers, and you would therefore reach the **consumer** as well as the **retailer**.

2

Through no other channel can you invest a like amount to better advantage.

**An Exclusive and Profitable
Field,
Choice and Thorough Service,
Low Rates and Results.**

3

Further Fascinating Facts

... Freely Furnished

**The Cigar Store
Magazine...**

Telephone:
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**50 Times Building
New York**

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ADVERTISE Your Business

WITH LITTLE

**FOLDERS,
MAILING CARDS,
CIRCULARS, Etc.**

We make a specialty of writing, designing and printing these for Cigar Dealers at very low figures. Write us for samples and prices.

American Publishing Co.

Perth Amboy, N. J.

Make Yourself... A New Year's Present

of a Year's Subscription to

**The Cigar Store
Magazine...**

It's \$1.00 only

And you'll get 1,000 First Quality
Gummed Labels of your name, etc.,
FREE.

The combination will please you immensely for a whole year.

Now's a good time
to send the \$1.00

The Cigar Store Magazine

30 TIMES BUILDING,

Telephone,
3707 Cortlandt.

New York.

apparent satisfaction. So long as they obtained the brand of beer they desired they were indifferent as to whether the cigars were made by a labor trust or not. Some of the labor leaders who shout the loudest about union matters, it is said, were among those who smoked non-union cigars.

It is no longer considered good form among men who consider those things to smoke the domestic cigarette. The aroma of Turkish tobacco is to be found in all the clubs and cafes, almost to the exclusion of that more irritating, if less heavy odor which comes from the American cigarette. Many men who travel have contracted the Turkish cigarette habit while abroad, where the American cigarette is almost, if not quite, as expensive as the other. Now that a great deal of foreign tobacco is imported in bulk and the cigarettes are made there, the question of expense does not cut much of a figure. It is no longer proper, however, to have one's crests or initials placed on cigarettes, as that custom has come to be looked upon as ostentatious display. Many men who have previously smoked American cigarettes, but who gave them up for the Turkish variety, now claim that the domestic tobacco is positively irritating to them, whereas the imported tobacco has a soothing effect. This has given rise to an absurd belief that they contain opium—a belief that fades away when one considers the price of opium and then stops to figure out the cost of the cigarette.

Lost Springs, Kansas, is an extremely moral town. It has a population of 250 persons and every person in town is a church member and a teetotaler. Now a move has been started to discourage the use of tobacco in any form and the leading merchant lately boxed up his stock of tobacco and cigars and shipped it back to the jobbers.

"The average life of an engine only thirty years?" said an astonished passenger. "Such a tough looking thing ought to last longer than that."

"Well," said the driver, "perhaps it would if it didn't smoke so much."

Answers.

Please mention THE CIGAR STORE MAGAZINE.

A SQUARE BUSINESS PROPOSITION....

THAT ALL INTELLIGENT RETAILERS ARE TAKING ADVANTAGE OF

1000 Gummed Stickers

With a Year's Subscription to

The Cigar Store Magazine

\$1.⁰⁰

WE WILL GIVE YOU FREE ...

1000 First-Quality Gummed Labels of your name, business, address, etc., with a year's subscription to
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The labels or stickers alone are worth more to you, and by using them it will advertise your store and increase your regular trade. **The Cigar Store Magazine** will keep you posted on just what you want to know, as it is issued solely in the interest of, and especially adapted to, the needs of "The Man Behind the Counter." Our "Window Dressing and Store Advertising Department" will be worth many dollars a year to you, and by reading a copy of the **MAGAZINE** you will see that it is exactly what you have always wanted and that you cannot invest One Dollar to better advantage—it will pay you a hundredfold.

A. SCHULTE,
Cigars and Tobacco,
39 Park Row,
NEW YORK

EXACT SIZE

You can use these little business-bringers in a thousand ways—stick 'em on boxes of Cigars, Cigarettes, Matches, etc., and keep your name constantly before smokers in your city. We use the *best* Gummed Paper, (in assorted colors,) so they will not stick together, break or curl—they are plainer, handier, cleaner and more showy than a rubber stamp, and can be used in many places at the same time. They can also be used for price-marks. We furnish 'em in one size only, as shown, and in 5 to 7 colors.

Our **Label Printing Department** turns labels out by the millions, and will furnish them to subscribers at lowest prices, as follows:

3,000 Gummed Labels, with a year's subscription, \$2.00
6,000 Gummed Labels, with a year's subscription, \$3.00
10,000 Gummed Labels, with a year's subscription, \$4.00

CASH TO ACCOMPANY ALL ORDERS.

Simply send us what reading you want in your labels (the less it contains the better it will look), with money or express order, and be sure to write plainly, giving full address. Labels are forwarded by prepaid mail in 2 to 3 weeks.

THE CIGAR STORE MAGAZINE,

Sample Labels
Sent for Stamp

50 Times Building, New York.

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RACINE PAPER GOODS Co.

Racine, Wisconsin, U. S. A.

Sole Proprietors and Manufacturers of

THE PARMENTER IMPROVED

WAX-LINED

COUPON CIGAR POCKETS

Indorsed by all smokers.

Do not bind cigars.

Prevent breakage.

Impervious to either moisture or heat.

Perfect Pocket Humidors.

Convenient in every way and acknowledged by manufacturers and retailers everywhere to be the best and cheapest method of advertising cigars:

SURE to be distributed.



Our goods are made under and are broadly protected by the following United States Patents, viz.:

No. 471,255, dated Mar. 22, 1892.

No. 598,483, filed Dec. 10, 1894.

No. 598,484, dated Feb. 1, 1898.

No. 598,485, dated Feb. 1, 1898.

No. 29,491, Oct. 18, 1898.

No. 29,591 and No. 29,592, both dated Nov. 1, 1898.

No. 633,394, dated Sept. 19, 1899.

— And other patents pending.

Our goods are also protected by letters patent in Canada, England, France, Belgium and Germany.



Our Mr. O. L. Parmenter is the pioneer inventor in this line, and our patents broadly protect many constructions and variations in the line of

Paper CIGAR POCKETS or Pouches.

Please mention THE CIGAR STORE MAGAZINE.

**The Khedivial Company,
Napoleon Tobacco Works.**

IMPORTERS AND MANUFACTURERS OF

...Turkish Tobaccos...

.....AND.....

Cigarettes.

39 RIVER STREET,

- - CHICAGO, ILL.

Metropolitan Tobacco Company

OFFICE AND MAIN DEPOT:

**134-136 Grand Street, Corner Crosby,
NEW YORK.**

• • •

BRANCHES:

313 West 125th St., New York.

334 Gold St., Brooklyn.

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137 Duffield St., Brooklyn.

9-11 Warburton Ave., Yonkers, N. Y.

197 Graham Ave., Brooklyn.

No order too large for our
capacity—None too small for
our attention. ۞ ۞ ۞ ۞ ۞

BUY DIRECT FROM THE MAKERS.



John W. Merriam & Co.

Pure Habana
Segar Makers,

135 & 137 Maiden Lane,
New York.

YOUR NAME ON

**1000 GUMMED FREE
LABELS**

with a year's subscription to

The Cigar Store Magazine

AT ONLY ONE DOLLAR

Kindly read this issue of the MAGAZINE and see
if it isn't just exactly what you have always wanted
and needed.

The Cigar Store Magazine...

is especially adapted to the needs
of "The Man Behind the Counter"
and will always contain plenty of
the kind of reading matter you need
in your business.

Louis Smies, Cripple Creek, Colo., says:

"It's the best investment I ever made."

Ed. Kolman, Chicago, says:

"Your Magazine should be in every Retailer's
hands in the U. S."

Hundreds of Other Similar Opinions

NOW is a good time to send us one of your business
cards and \$1.00, which will keep you up-to-
date for a year and increase your trade.

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NEW YORK.

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AND **DOMESTIC CIGARS.**

We will have something especially attractive
for the trade inside of 30 days,
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